



Justin Henriksen

605-376-8715 | justinbrand@me.com | justinhenriksen.com | Sioux Falls, SD

Experience

Brand and Design Manager / Product Design at *DocuTAP*

June 2013 – Jan 2017 • Sioux Falls, SD

Responsible for leading product design and brand direction, while also maximizing revenue growth opportunities for marketing. I led a successful design overhaul of the brand to help re-frame DocuTAP as the market leader in the healthcare industry. Also, led successful redesign of both the core products and new web-based products to help increase accessibility, user experience, product intelligence, and joy of use. This helped to establish the first long-term presence with web-based products, which led to a decrease in porting licenses and a large spike in new user growth.

- Product UX Design
- Marketing UX/UI Design
- Prototyping, Interviews, and Usability Studies
- Create Brand and Design Systems for Marketing and Product
- Mentor to Designers

Owner / UX Designer at *Nouvo/Studio Henriksen*

January 2008 – July 2013 • Sioux Falls / Omaha / Kansas City

Responsible for the entire business day-to-day. Led team to create award winning apps, eCommerce solutions, and marketing. In 2010, I hired my first employee, and grew to 5 by the end of 2012. I had the joy and pleasure of helping companies succeed through lead-generation, increases in app user-growth, increase in sales through eCommerce solutions, and entire re-brands assisting in consolidation and growth.

Other Stuff

Co-Founder / UX Designer *Backcountry Tracks*

Jan 2012 – Jan 2015 • Sioux Falls, SD

My friends and I started a small startup app called, Backcountry Tracks. We researched, planned, and built an outdoor activity app to help novice and intermediate enthusiasts plan their cross-country trips with friends. First the planning app, then the social aspect of it. Friends could share gear, chat about the trip, plan, get topographic maps, and ultimately take and share photos to repost to Facebook or Instagram.



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Director of Sponsorships/Members for AIGA June 2016 – Present • Sioux Falls, SD

I love being a part of our design community. This position gives me a chance to talk with designers of all walks. Part of the challenge has been the shrinking memberships here in South Dakota. Through some planning, strategy, and creation of high-quality events, we truly hope to turn that around.

Marketing Board Member for United Way February 2016 – Present • Sioux Falls, SD

This is my way of giving back to an organization with a great community cause. I assist with web and marketing feedback.

Education

Graphic Communications at *Southeast Technical Institute* January 2006 – May 2008 • Sioux Falls, SD

Business Management & Marketing at *The University of South Dakota* Sept 2002 – Dec 2003 • Sioux Falls, SD

Unrelated Fun Stuff

Hobby Furniture Designer & Maker Jan 2015–Present • Sioux Falls, SD

Design is in my soul. I really enjoy the ability to design furniture, work with another medium, such as wood and make it something profound. It's incredibly rewarding to think the furniture I build could be someone's family heirloom.

Skills

Product Design

Brand Strategy and Direction

Process Improvement and Implementation

UI/UX & User Centered Design

Brand & Identity

Marketing Strategies

Mentorship